

Message Text

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43

ACTION NEA-10

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TAGS: OVIP (RICHARDSON, ELLIOT L.) MO US
SUBJECT: VISIT TO MOROCCO OF SECRETARY OF COMMERCE ELLIOT L.
RICHARDSON

1. SUMMARY. SECRETARY RICHARDSON'S HIGHLY SUCCESSFUL
NOVEMBER 29-30 VISIT TO RABAT RECEIVED WIDE MEDIA COVERAGE
AND TOP MINISTERIAL ATTENTION. CALLS ON PRIME
MINISTER AND ACTING MINISTER FOR COMMERCE AND
DISCUSSIONS WITH LEADING MOROCCAN ECONOMIC OFFICIALS
AND BUSINESSMEN AFFORDED EFFECTIVE OPPORTUNITIES TO
DEMONSTRATE OFFICIAL US INTEREST IN RESPONDING TO
MOROCCO'S DESIRE FOR HIGHER LEVELS OF US TRADE AND
INVESTMENT. END SUMMARY.

2. IN PACKED PROGRAM DURING TWO DAY VISIT TO RABAT,
FORESHORTENED BY UNEXPECTED MISSION TO TURKEY AS GESTURE
OF SUPPORT FOLLOWING EARTHQUAKE, SECRETARY
RICHARDSON CALLED ON PRIME MINISTER AHMED OSMAN AND
ACTING MINISTER FOR COMMERCE MOUSSA SAADI, AND
MET WITH UPWARDS OF 30 TOP MOROCCAN ECONOMIC AND FINANCIAL
OFFICIALS AND BUSINESSMEN AT SOCIAL EVENTS IN HIS HONOR.
ARRIVAL AND DEPARTURE STATEMENTS (SEPTELS)
WERE PROMINENTLY FEATURED IN PRESS, RADIO,
AND EVENING TELEVISION. MORNING PAPERS GAVE FRONT PAGE
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COVERAGE TO VISIT WITH FULL TEXT OF DEPARTURE

STATEMENT AND COMMENTARY ON INSIDE PAGES. WEDNESDAY
AFTERNOON PAPER CARRIED FOUR COLUMN FRONT-PAGE PHOTO
AND TEXT RE CALL ON PRIME MINISTER.

3. LEVEL OF INTEREST ON PART SENIOR OFFICIALS WAS
EXTRAORDINARY, CONSTITUTING TRIBUTE BOTH TO SECRETARY
RICHARDSON AND CURRENT US-MOROCCAN
RELATIONS. ACCEPTANCE RATE FOR LUNCHEON GIVEN BY
AMBASSADOR UNPRECEDENTED DESPITE LATE MORNING RETURN OF
KING FROM PARIS. FOLLOWING WREATH LAYING CEREMONY
TUESDAY MORNING, SECRETARY AND PARTY
WERE GIVEN GUIDED TOUR OF ROYAL MAUSOLEUM
AND MOSQUE--A SIGNAL HONOR IN AN ISLAMIC COUNTRY WHERE
MOSQUES ARE CUSTOMARILY CLOSED TO NON-MUSLIMS.

4. PRIOR TO DEPARTURE, SECRETARY RICHARDSON, ACCCOMPANIED BY
DEPUTY ASSISTANT SECRETARY KATZ AND ECOUN CALLED ON PRIME
MINISTER OSMAN FOR FIFTY-FIVE MINUTE HEAVILY SUBSTANTIVE
CONVERSATION (BEING REPORTED BY MEMCON),
FOLLOWING WHICH PARTY REACHED AIRPORT IN TIME FOR WELL-ATTENDED
PRESS CONFERENCE. SECRETARY'S
STATEMENT (IN FRENCH) FOCUSED ON ADMIRATION FOR MOROCCO'S
ECONOMIC LEADERSHIP AND PERFORMANCE AND COMMENTED ON
OPPORTUNITIES FOR EXPANDED BILATERAL TRADE AND INVEST-
MENT IDENTIFIED DURING VISIT. HE NOTED THAT THE UNITED
STATES HAS THE LONGEST UNBROKEN TREATY RELATIONSHIP IN ITS
HISTORY WITH MOROCCO. SECRETARY THANKED THOSE WHO HAD
MADE HIS BRIEF TRIP SUCH A REWARDING ONE, UNDERTAKING TO
RETURN TO ENJOY MOROCCO'S RENOWNED HOSPITALITY AS PRIVATE
CITIZEN. HE PROMISED TO REPORT FULLY TO PRESIDENT FORD ON
HIS TRIP AND SAID THAT HE WOULD BRING TO
THE ATTENTION OF HIS SUCCESSOR THE MANY COMMERCIAL AND
INVESTMENT OPPORTUNITIES IN THIS INSUFFICIENTLY WELL-KNOWN
COUNTRY. FULL SET PRESS CLIPPINGS WILL BE POUCHED IN TRIPPLICATE
FOR ATTENTION OF WEBB.

5. ALL IN ALL THIS WAS ONE OF THE MOST SUCCESSFUL
AND USEFUL, IF ALL-TOO-BRIEF, TOP LEVEL VISITS IN RECENT
YEARS.

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